



# SERVICE UNIT

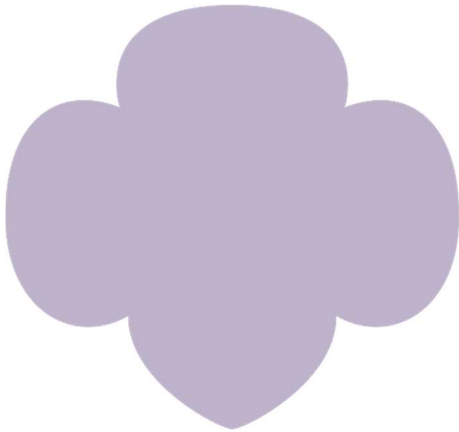
# UNIT

## Planning Packet



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# SERVICE UNIT ANNUAL VISION PLAN



## Council Strategic Goals:

- Reach and Retain More Girls
- Transform the Volunteer Experience
- Increased Investments
- Effective Operations
- Relevant Brand
- DEI/RJ

## Essential responsibilities of the service unit:

- ❖ Recruit volunteers and girls reflective of the diversity of the community
- ❖ Assist leaders and other troop volunteers in promoting the delivery of the Girl Scout Leadership Experience:
  - Provide essential enrichment training and service unit networking and discussion.
  - Support all volunteers by providing service unit meetings and other communications.
  - Coordinate service unit wide girl-led GSLE activities geared toward retaining membership.
  - Assist with promoting public awareness of Girl Scouts within the service unit community.
  - Support council by promoting council signature events and annual giving campaign.
  - Participate in volunteer recognition and appreciation opportunities.

# SERVICE UNIT INFORMATION

Service Unit Name:	Service Unit #
County/Counties:	Troops within the Service Unit: #  #
Partnerships:	#  #  #
Other Organizations:	#  #  #  #
Private Schools:	#  #  #  #
Public Schools:	#  #  #  #

# SERVICE UNIT TEAM ROSTER

## Administrative:

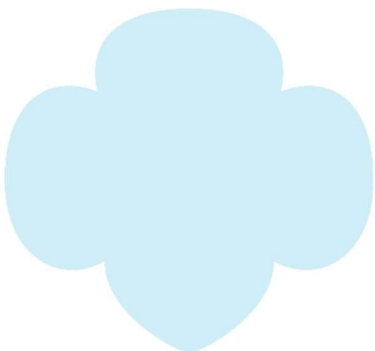
- Service Unit Manager: \_\_\_\_\_
- Finance Representative: \_\_\_\_\_
- Delegate Representative: \_\_\_\_\_

## Volunteer Support:

- Recruiter/New Troop Mentor: \_\_\_\_\_
- Recognition Representative: \_\_\_\_\_
- Communications Representative: \_\_\_\_\_

## Programs:

- Product Program Representative(s):
  - Fall: \_\_\_\_\_
  - Cookie: \_\_\_\_\_
- Events Representative: \_\_\_\_\_
  - Day Camp Coordinator (optional): \_\_\_\_\_
  - Girl Advisory Board Advisor (optional): \_\_\_\_\_
  - Event Team Members: \_\_\_\_\_



# RECOMMENDED QUARTERLY ACTIVITIES

<b>Q1: October-December</b>	
Focus Area	Tasks
<p><b>Membership</b> New Member Recruitment and Registration</p> <p>SU Recruiter SU Manager</p>	<ul style="list-style-type: none"> <li>• Communicate with council staff to make sure troops have completed membership registration for the new Girl Scout year.</li> <li>• Plan an open house and recruitment event. Invite troop leaders and ask them to help spread the word in their neighborhood.</li> <li>• Host a “starter troop” -</li> </ul>
<p><b>Volunteer Support</b> Retention and Troop Support</p> <p>SU Manager SU Product Program Rep SU Troop Mentor SU Communications Rep</p>	<ul style="list-style-type: none"> <li>• Review service unit roster in Looker to ensure that girls and adults have renewed their memberships – time to be thinking about the cookie program.</li> <li>• Make sure that all active troops have 2 currently registered volunteers.</li> <li>• Reach out to new troop leaders with additional support, answer any questions they might have, and invite them to service unit meetings.</li> <li>• Connect with and support Juliette families in the Service Unit.</li> <li>• Promote the Volunteer Toolkit (VTK) as a resource for all troop leaders.</li> <li>• Promote new learning opportunities on gsLearn.</li> </ul>
<p><b>Operations</b> Delegate Elections</p> <p>SU Manager SU Delegate Rep</p>	<ul style="list-style-type: none"> <li>• Elect any additional service unit delegates and alternates. Remember delegates and alternates can be any member 14 years or older.</li> <li>• Submit delegate agreements to council by November.</li> <li>• Delegates should attend delegate training.</li> <li>• Review Volunteer Essentials and Safety Activity Checkpoints at service unit meeting.</li> </ul>
<p><b>Program</b> Product program (cookies)</p> <p>SU Event Rep SU Product Program Rep</p>	<ul style="list-style-type: none"> <li>• Time for Service Unit Cookie Program Mangers training.</li> <li>• Plan a Cookie Rally for January to kick-off the cookie season</li> <li>• Plan dates for TPM training and distribution of program materials.</li> <li>• Encourage troop participation in the Product Sales Program.</li> <li>• Hold Troop Cookie Manager training(s) and distribute program materials.</li> </ul>

## Q2: January - March

Focus Area	Tasks
<p><b>Membership</b> New Member Recruitment and Registration</p> <p>SU Recruiter SU Manager</p>	<ul style="list-style-type: none"> <li>• Support winter/spring council recruitment activities. Cookie season is a great opportunity to share the benefits of Girl Scouts with the community – being in the public eye generates a lot of interest.</li> <li>• Plan to participate in spring kindergarten events in your area. Ask troop leaders to help at the schools in their neighborhoods.</li> </ul>
<p><b>Volunteer Support</b> Retention and Troop Support</p> <p>SU Manager SU Troop Mentor</p>	<ul style="list-style-type: none"> <li>• Support the council spring renewal campaign by promoting spring renewal and incentives. Consider adding a Service Unit incentive, such as a renewal activity.</li> <li>• Review volunteer information on Looker to make sure volunteers are recognized for their years of service and years of membership.</li> <li>• Promote the Volunteer Toolkit (VTK) as a resource for all troop leaders.</li> <li>• Promote new learning opportunities on gsLearn.</li> </ul>
<p><b>Programs</b> Product Program (cookies)</p> <p>SU Product Sales Rep</p>	<ul style="list-style-type: none"> <li>• Girl Scout Cookie Program sales begin – be sure to support new leaders throughout the cookie program.</li> <li>• Support recruitment opportunities at cookie booth sites.</li> <li>• Finalize Cookie Program sales.</li> </ul>
<p><b>Programs</b> GSLE Activity Planning</p> <p>SU Event Rep SU GAB Advisor SU Communications Rep</p>	<ul style="list-style-type: none"> <li>• Host a Cookie Rally in January.</li> <li>• Plan a girl-led spring activity to engage girls in the Girl Scout Leadership Experience (GSLE).</li> <li>• Promote council events at service unit meetings and through service unit communications.</li> <li>• Celebrate Girl Scout Week &amp; Girl Scout Birthday (March 12).</li> </ul>
<p><b>Operations</b> Service Unit Training</p> <p>SU Manager SU Troop Mentor SU Delegate Rep, Delegates, &amp; Alternates SU Finance Rep</p>	<ul style="list-style-type: none"> <li>• Discuss preparations for troop trips and travel including leader training and requirements.</li> <li>• Talk about any information, questions, or concerns that you want to share during annual Town Hall meeting.</li> <li>• Attend Town Hall meeting in February and bring information back to the next service unit meeting.</li> <li>• Review Troop Budget and Financial responsibility with Troop Leaders reminding them that their end of year reports are due in June.</li> </ul>

## Q3: April - June

Focus Area	Tasks
<p><b>Membership</b> New Member Recruitment and Registration</p> <p>SU Recruiter SU Manager</p>	<ul style="list-style-type: none"> <li>• Plan spring and summer recruitment events throughout your service unit.</li> <li>• Participate in parades that are held in your area.</li> <li>• Order recruitment supplies and materials from the council.</li> </ul>
<p><b>Volunteer Support</b> Retention and Troop Support</p> <p>SU Manager SU Recognition Rep SU Communication Rep SU Troop Mentor</p>	<ul style="list-style-type: none"> <li>• Encourage troop participation in spring renewal.</li> <li>• Identify troops in transition – disbanding or retiring troops, troops that need new leadership, any troops that have openings.</li> <li>• Work with council staff to get Leader Appreciation certificates prepared for the volunteers.</li> <li>• Leader Appreciation Day – April 22: Host an appreciation event for all the volunteer in your service unit.</li> <li>• Start thinking of nominations for council level volunteer awards and recognition. All nominations are due by the last Friday in July.</li> <li>• Promote the Volunteer Toolkit (VTK) as a resource for all troop leaders.</li> <li>• Promote new learning opportunities on gsLearn.</li> </ul>
<p><b>Programs</b> GSLE Activity Planning &amp; Cookie Program</p> <p>SU Product Program Rep SU Event Rep</p>	<ul style="list-style-type: none"> <li>• Host a girl-led activity to support GSLE and girl retention in the service unit such as a Day Camp.</li> <li>• Distribute girl rewards from the Cookie Program.</li> <li>• Signup for Never the Same Weekend at Trefoil Ranch.</li> </ul>
<p><b>Operations</b> Service Unit Team Governance</p> <p>SU Delegate Rep, Delegates, &amp; Alternates SU Finance Rep</p>	<ul style="list-style-type: none"> <li>• Prepare your service unit’s opinions on any council proposals that will be voted on at Annual Meeting.</li> <li>• Attend Girl Scouts of Utah Annual Meeting – You will be voting!</li> <li>• Ask troops and girls to assist with recruitment activities.</li> <li>• Confirm Service Unit Team appointments for next year. Find replacements for those that will not be continuing.</li> <li>• Complete end of year evaluations of service team.</li> <li>• Ask troops to complete self-evaluations for end of year.</li> <li>• Start planning for Leadership Summit – Who on the team will be returning next year?</li> <li>• Remind troops that end of year Troop Financial Reports are due via the VTK by June 30.</li> </ul>

## Q4: July-September

Focus Area	Tasks
<p><b>Membership</b> New Member Recruitment and Registration</p> <p>SU Recruiter SU Manager</p>	<ul style="list-style-type: none"> <li>• Coordinate summer and fall recruitment activities.</li> <li>• Host recruitment activities within your area.</li> <li>• Communicate regularly with the council about troop status and updates.</li> </ul>
<p><b>Volunteer Support</b> Retention and Troop Support</p> <p>SU Manager SU Troop Mentor</p>	<ul style="list-style-type: none"> <li>• Contact troops that haven't renewed for the new Girl Scout year.</li> <li>• Promote the council on-time renewal and incentives campaign.</li> <li>• Work with council staff on troops in transition – disbanding or retiring.</li> <li>• Mentor new leaders and encourage them to participate in council training.</li> <li>• Promote the Volunteer Toolkit (VTK) as a resource for all troop leaders.</li> <li>• Promote new learning opportunities on gsLearn.</li> </ul>
<p><b>Programs</b> Fall Product Program</p> <p>SU Product Program Rep</p>	<ul style="list-style-type: none"> <li>• Time for Fall Product Program training.</li> <li>• Plan TPM training and distribution of materials to troops.</li> <li>• Encourage troop participation in the Fall Product Program.</li> </ul>
<p><b>Programs</b> Service Unit Events</p> <p>SU Events Rep SU GAB Advisor</p>	<ul style="list-style-type: none"> <li>• Plan a service unit wide Bridging Ceremony</li> <li>• Plan a girl-led GSLE activity such as a badge workshop, Journey in a Day, or a community service activity.</li> <li>• Form a Girl Scout Advisory Board (GAB) to engage older girls.</li> </ul>
<p><b>Operations</b> Service Unit Meetings</p> <p>SU Manager SU Communications Rep</p>	<ul style="list-style-type: none"> <li>• Develop a service unit plan and goals for the year.</li> <li>• Schedule meetings, reserve space if needed, and communicate information to volunteers.</li> <li>• Work with team and council staff to fill vacant positions.</li> <li>• Encourage new team members to receive appropriate training for their positions.</li> <li>• Service Unit Manager meets with MSS to review the YEAR END ASSESSMENT and submit to council by July 15.</li> </ul>
<p><b>Operations</b> Develop Annual Budget</p> <p>SU Manager SU Finance Rep</p>	<ul style="list-style-type: none"> <li>• Review bank account balance (monthly) and report to the team.</li> <li>• Work with SU team to identify activities and potential costs.</li> <li>• Develop a budget based on service unit plan and goals.</li> <li>• Follow up with any troops that haven't submitted their year-end financial reports.</li> </ul>



## Service Unit Goals

Membership	Year End 2021-2022		Goal for 2022-2023	
	Girls	Adults	Girls	Adults
New Troops Formed				
New Girls				
New Adults				
Number of Recruitment Events				
Renewed Girls				
Renewed Adults				
Renewal/Retention Events				
Volunteer Engagement / Support	2021-2022 Goal	2022-2023 Goal	Actual	Completed
Council Connect Meeting Attendance				
Service Unit Meeting Attendance				
Volunteer Toolkit Usage by Troop Year Plan				
Volunteer Appreciation / Recognition				
Other:				
Other:				
Programs for Girls (GSLE)	2021-2022 Goal	2022-2023 Goal	Actual	Completed
Fall GSLE Activity				
Cookie Rally				
World Thinking Day				
Spring GSLE Activity				
Day Camp				
Never the Same Weekend				
Bronze Award Recognition				
Product Program Participation	2021-2022 Goal	2022-2023 Goal	Actual	Completed
Fall Product Program				
Cookie Program				

# SERVICE UNIT BUDGET

<b>BUDGET WORKSHEET</b>			
<b><u>INCOME</u></b>	<b>Proposed Budget</b>	<b>Actual</b>	<b>+/-</b>
Cookie Income			
Event Registration			
Interest Income			
Donations under \$250—			
Donations over \$250—			
Other—			
Other—			
Other—			
<b>Total Income</b>			
<b><u>EXPENSES</u></b>			
Administration			
Recruitment Event —			
Recruitment Event —			
Adult Development— training			
Adult Development— recognition			
Adult Development— end-of-year event			
Programs/events— Cookie Rally			
Programs/events— World Thinking Day			
Programs/events— Day Camp			
Programs/events—			
Membership Assistance (girl/adult)—			
Renewal Event —			
Other—			
Other—			
<b>Total Expenses</b>			
<b>GRAND TOTAL (income minus expenses) _____</b>			

# EXPENSES

The service unit team and volunteer support staff work together to develop an annual budget to support the service unit's Plan for Success.

Service Units are not independently recognized non-profits; therefore, they are not permitted to engage in separate fundraising activities. To cover expenses incurred during the course of doing business, GSU provides service units with an annual allocation that which is calculated based on the number of boxes of cookies sold during the cookie program.

Typically, expenses are distributed according to these percentages:

## **PROGRAM SERVICES – 50%**

This includes all expenses for providing programming for girls such as service unit events, recruitment or renewal events, and other GSLE type activities to keep girls engaged – some examples: Cookie Rallies, World Thinking Day, Never the Same Weekend, Day Camp, Bridging Ceremony, Rededication/Investiture Ceremony.

### **Recruitment / Retention Events – 30% of Program Services Budget**

Costs could include supplies, fees for booth/table, swag items, handouts, printing, etc.

## **VOLUNTEER DEVELOPMENT AND RECOGNITION – 20%**

This includes informal and formal recognitions expenses such as incentives for Service Unit leader meeting attendance, end of year volunteer appreciation event, recognition of higher awards earned by girls.

## **RESOURCES – 15%**

Appropriate uses for money would include expenses such as providing startup funds for new troops, maintaining service unit resources, purchasing Service Unit equipment (shade canopy, tents, sound equipment, etc.).

## **ASSISTANCE TO INDIVIDUALS – 10%**

This includes requested support for individual girls, such as money for higher award expenses, lifetime membership for graduation Girl Scout Ambassadors; and can include funds for new leader memberships.

## **ADMINISTRATION OF THE SERVICE UNIT – 5%**

This includes expenses for administrative costs including photocopies, paper, postage, and meeting place rental fees, and more.

Service Units Teams are provided a Finance Overview which will help guide a budget and allocation of funds.

Finance Representatives are responsible for oversight of the budget, financial transactions, records, and reports.

# MID-YEAR ASSESSMENT

## GOALS

Review each goal in the Plan for Success

Which goals are on track?

What adjustments do you need to make to achieve any remaining goals?

Action to be taken in order to achieve our goals?

# YEAR END ASSESSMENT

Service Unit Managers meet with council Membership Support Specialist to discuss by July 15 current year.

## GOALS

How we met goals in our operation plan:

## TEAM

We are proud of ...

## COUNCIL SUPPORT

We appreciated... We wish council would...

## IDEAS

Ideas for next year:

## RECOGNITION

Nominations submitted for this year:

(Enter volunteer name and award)

Nomination recommendations for next year:

(Enter volunteer name and award)

# HEALTHY SERVICE UNIT STRETCH CHALLENGE

The purpose of the Healthy Service Unit Stretch Challenge is to support the growth and retention of our members, encourage participation in council product programs, provide support and training to troop leaders, build a strong Service Unit Team, and ensure GSU policies are being followed and adhered to.

## MEMBERSHIP GROWTH & RETENTION

- Service Unit Retention Goal (girls): \_\_\_\_\_**
- Service Unit Recruitment Goal (new girls): \_\_\_\_\_**
- Host a Starter Troop with council provided outline and program information.

## PRODUCT PROGRAMS PARTICIPATION

- 85% Troop participation in the Cookie Program.**
- Troop participation in the Fall Product Program.**

## VOLUNTEER SUPPORT AND TRAINING

- Hold monthly service unit meetings for all volunteers.*
- Share two (2) gsLearn opportunities at each service unit meeting.
- Increase number of troops with a year plan in the Volunteer Toolkit by 2%.**
- Hold a volunteer appreciation event and present service unit awards to leaders.

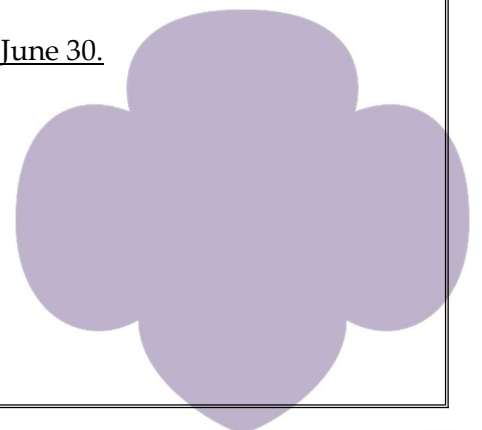
## SERVICE UNIT TEAM BUILDING

- Have service unit representation at every Council Connect meeting.
- Attend Leadership Summit 2022 with at least 3 Service Unit Team members in attendance.**
- Provide team building opportunities outside of service unit meeting – do something outside of Girl Scouts.*
- Nominate and recognize 2 volunteers for council level awards.

## COUNCIL COMPLIANCE

- Participate in the Girl Scouts of Utah annual Giving Campaign.**
- Submit the annual Service Unit Finance Report for MY23 to council by June 30.
- Complete end-of-year Service Unit Assessment with council staff by July 15.*

Earn 50 points for each **bold** item  
Earn 20 points for each underlined item  
Earn 10 points for each *italicized* item



# Service Unit Stretch Challenge Summary

<b>Service Unit # and Name</b>	
<b>Volunteer Name &amp; Position</b>	
<b>Email:</b>	
<b>Phone:</b>	

Challenge Components	Goal	Outcome	Points
<b>Membership Growth &amp; Retention</b>			
Service Unit Retention Goal (girl) [50 pts]			
Service Unit Recruitment Goal (girl) [50 pts]			
Host a Starter Troop			
<b>Girl Scout Program</b>			
85% Troop participation in the Cookie Program			
Troop participation in the Fall Product Program			
<b>Volunteer Support and Training</b>			
Hold monthly service unit meetings for all volunteers.			
Increase number of troops with a year plan in the Volunteer Toolkit by 2%.			
Hold a volunteer appreciation event and present service unit awards to leaders.			
Share two (2) gsLearn opportunities at each service unit meeting.			
<b>Service Unit Team Building</b>			
Have service unit representation at every Council Connect meeting.			
Attend Leadership Summit with at least 3 service unit team members in attendance.			
Provide team building opportunities outside of service unit meetings.			
Nominate and recognize 2 volunteers for council level awards.			
<b>Council Required</b>			
Participate in the GSU annual Giving Campaign.			
Complete the end-of-year service unit assessment with council staff by July 15.			
Submit the annual Service Unit Finance Report to council by June 30.			

Total Points Earned: \_\_\_\_\_



## Steps taken to complete the challenge

Service Unit Managers should fill out the Service Unit Stretch Challenge Summary and send to Lisa Timoteo, Volunteer Support manager, [ltimoteo@gsutah.org](mailto:ltimoteo@gsutah.org), by August 1st to qualify for the above referenced points.